

the

COLONNADER

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"NEW" NEWARK, N. J.

JUNE, 1960



NOW..... A LIVING "CITY"

Inside Colonnade Park's 22-story Pavilion North the "Miracle of Edison" blends with nightfall to illuminate the floor-to-ceiling window walls and form patterns of light — an intriguing addition to the ever-changing skyline of the "New" Newark. A house has become a home! Newspaper boys on their daily rounds . . . empty milk bottles ready for the morning pick-up . . . a child's stroller in the carriage room — its small owner sixteen stories up, in the biggest bedroom window a boy ever had, watching the landing light of a silver airliner approaching the airport . . . homecoming New York businessmen discussing "The Play of the Week" at the waiting self-service elevator . . . two career girls who share a studio apartment eagerly unlocking their private mailbox in the lobby . . . a comment on the newly sprouted grass from the uniformed attendant to a foursome off to New York for dinner and the theater . . . thick folds of rich drapery fabric pulled aside for supper in front of a 24-mile long carnival of lights . . . telephones ringing out greetings from lonesome friends in the suburbs . . . a bridge game on the twenty-second floor (the friendly aftermath of a chance meeting at the milk dispensing machine). Colonnade Park — a "city within a city" designed for living.



The prestige address in the "New" Newark

Pavilion Apartments
351-381 Broad Street

Colonnade Apartments
25-31 Clifton Avenue
Newark 4, New Jersey

Management Structures, Inc.
Builders and Developers

Colonnade Park Realty Co.
Renting Agent
HUMboldt 4-8300

In N. Y. C. — WOrth 4-8450



Added to Newark's skyline, lighted apartments in Colonnade Park.

GOLD MEDAL WINNER

Ludwig Mies van der Rohe, architect of Colonnade Park and the Seagram Building on New York's Park Avenue, is the 1960 winner of the Gold Medal of the American Institute of Architects. His Colonnade Park apartment design has set the tone of living for the "New" Newark. Born of Dutch ancestry in 1886 in Aachen on the German border, Mr. van der Rohe came to the U. S. in 1937 and in 1944 became an American citizen.

Mies van der Rohe, with Gropius, Oud, and Le Corbusier, contributed significantly to the rapid development of modern architecture which evolved between 1919 and 1924. In 1927 the new "international" style of architecture, of which Mr. van der Rohe is the recognized leader, arose from an exposition of houses in Stuttgart, Germany. The "international" style, based on a new appreciation of technical and structural inventions, is characterized by simplicity and functionalism.

GREAT NATIONAL INFLUENCE

In this country, while director of the School of Architecture of the Illinois Institute of Technology in Chicago, Mies van der Rohe designed that school's campus. He continues to influence living and working throughout the nation — in New York, Newark, Chicago, Detroit, and most recently Baltimore, where the first office building of the new Charles Center project will be a Mies van der Rohe design, to be constructed and developed by Metropolitan Structures, Inc.

DESIGNER OF "MR" CHAIR

Take a look at the furniture around you — you may be closer to Mies van der Rohe than you think: The "MR" tubular chair shown here, which has influenced furniture styling all over the world, was originally designed by Mr. van der Rohe in 1927 and is his first chair. The Barcelona chair done by Mr. van der Rohe in 1929 is considered to be the most famous chair ever designed.



Collection Museum of Modern Art, New York. Photo by G. Barrows.



ROUND ABOUT COLONNADE



By GERTRUDE G. MORRISON
Director of Community Relations

Colonnade Guest Book: *Geoffrey Smith*, assistant editor of the *London, England, Sunday Times*, touring "New" Newark was enthusiastic about the view of N. J.'s "Revolutionary" hills from the 22nd floor of Pavilion North; 6 members of the *Redevelopment Advisory Council of Toronto, Canada*, and 200 members of the *Metropolitan Chapter of the National Association of Redevelopment and Housing Officials*.

... Messrs. *Goodwin and Farrand*, of Pavilion North, have been unofficially aiding the rental staff by running guided tours for friends and relatives. ... *Public Service Electric and Gas Company* and the *Essex County Home Economic Extension Service* furnishing informative bulletins, cooking charts.

... Mr. *E. J. Kamen*, Pavilion North, is making a speedy recovery from a recent eye operation. ... Among Colonnade's newlyweds, Mr. and Mrs. *Paul Berens* and Mr. and Mrs. *Bruce McNab*. ... Pavilion South now open and Colonnade, largest of the three buildings located adjacent to Branch Brook Park, scheduled to open in July. ...

Colonnade tenant roster now includes a diamond setter. ... It is reported that Mrs. *Ernest Barok* is Zsa Zsa Gabor's hairdresser. ... Thanks to the Colonnade, Mrs. *Griffin* has her family within easy reach — she lives with her son *Martin* on the 12th floor of Pavilion North and her daughter *Marjorie* has taken an apartment three floors below.

... Unique *Colonnade Dedication* being planned for fall. ... Tenants admiring proficiency and daring of "sky-scraper" window washers who keep the 24-mile views spick-and-span free of charge. ... Mrs. *Jurgen Schroeter* has arrived from Cologne, Germany, to join her husband and is delighted with their Pavilion North apartment in the sky.

GRACIOUS LIVING



Mrs. Thomas E. Lyon (left), of Newark, executive director of the Upper M. J. Chapter of the National Multiple Sclerosis Society, and Mrs. Jean Gelger (standing), of Millington, director of public relations for the United Hospitals of Newark, met recently in one of the Colonnade Park model apartments to plan group tours for their associates. Serving tea is Mrs. Gertrude Morrison, director of community relations for Colonnade Park. All Monday-through-Friday Colonnade guests are invited to stay for tea (or lemonade) and cake — a touch of gracious living being revived in the city of Newark.



AT YOUR SERVICE!

JEROME BERGMAN, as executive manager of the Colonnade Park apartments, is responsible for the organization and execution of the Colonnade rental program; supervision and coordination of the sales personnel, sales procedures, advertising, and public and community relations.

A native of Brooklyn, N. Y., and a graduate of CCNY, class of 1954, Jerry holds a degree in business administration. After serving with the U. S. Army and before assuming his present position at Colonnade Park, he was associated with the New York City firm of Harold Warsawer and headed the rental and management program at Fairfield House, a distinctive apartment development in Greenwich, Conn.

JAMES S. DESDUNES is Colonnade Park's operating manager, charged with the supervision of the project from the aspect of maintenance, services, and personnel; lease processing; administrative records and rent collection; expediting moving procedures; and purchasing. He also serves as the liaison between management and the rental and construction staffs.

Jim has held similar management positions in Mies van der Rohe structures in Chicago and Detroit and is thoroughly familiar with the operation of the unique Colonnade Park buildings.

Born in Chicago and educated at the University of Chicago, Roosevelt University, and the University of Illinois, Jim holds an advanced degree in history and political science. Formerly a high school teacher, he served with the U. S. Army and the U. S. Foreign Service in Portugal and Canada.



COLONNADE À LA CARTE

STRAWBERRY "PAVILION" PIE

This is the season for fresh, luscious New Jersey strawberries. Here's an easy-to-make Garden State dessert for curious visitors checking on the view from your Colonnade Pavilion pent-house:

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| 1 pkg. lemon
flavored gelatin | 1 cup sliced straw-
berries, washed
and drained |
| 1 cup hot strawberry
syrup or water | 1-2" baked pastry
or crumb pie shell |
| 1 pt. strawberry ice
cream | |

Strawberries for garnish

Dissolve gelatin in hot syrup or water. Add ice cream, stirring until melted. Chill mixture in refrigerator until it begins to mound when spooned. Fold in berries. Turn into pie shell. Chill until firm (about 25 mins.). Garnish with berries.

Courtesy of Public Service Electric and Gas Co., Home Service Department.

ADDITIONAL COPIES of *The Colonnader* are available in the 3rd floor office of Pavilion North, should you care to send one to a friend in search of a home.

COLONNADE ON TV

There's an extra channel on all Colonnade Park TV sets with a continuous program that *TV Guide* never heard of and that originates from a one-camera open-air studio atop Pavilion North of the three-building apartment community. Closed circuit TV allows all tenants, tuned to Channel 6 to enjoy the 24-mile long view in all directions being picked up by the Colonnade camera that pans automatically over the rooftops.

The Colonnade TV station was put into operation by Blonder-Tongue Laboratories, Inc., of Newark, the same firm that installed the smooth-operating Master TV Antenna System, one of Colonnade Park's services to all tenants.



Well-known financial analyst, economist, and attorney George J. Haney and Mrs. Haney, formerly of Red Bank, shown in the living room of their fashionable Colonnade Park two-bedroom apartment in Pavilion North. The beam-to-ceiling window walls overlook the changing downtown Newark skyline. Mr. Haney, a native of Perth Amboy, N. J., and an ardent "New" Newark enthusiast, is director of the New Jersey operations for Austinians, Parker & Redpath, a member firm of the New York Stock Exchange. Mrs. Haney, the former Mary Hamilton, of Cedarhurst, L. I., is a past president of the Women's Committee of the American Institute of Banking of New York and is on the staff of the Chase Manhattan Bank of 410 Park Ave.



"NEW" NEWARK NEWS

Recent Headlines of Progress: Union National Bank marked its 35th anniversary by announcing plans to change its name to Broad Street National and to erect a new \$500,000 building in the City Hall area of Broad Street. . . . Increased employment at Port Newark necessitates construction of new \$200,000 Bi-State Waterfront Commission hiring hall. . . . Newark Airport expanding parking area east of Terminal arcade. . . . Planning Board approves rehabilitation program for old Third Ward. . . . New 16-story, \$6 million wing for the Robert Treat Hotel to have 175 rooms, a street-level ball-room, and a cocktail lounge at the "Top of the Treat." . . . New Kislak Building, 581 Broad St. at Central Ave., to be ready for occupancy in November. . . . Rutgers University to develop downtown campus on site bounded by Washington, Warren, and Plane Sts. and Central Ave. — part of cultural-educational revival of city stemming from expansion of Rutgers, NCE, and Seton Hall. . . . Newark portrayed as "hub in development of New Jersey."

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Colonnade Park
351-381 Broad Street
Newark 4, New Jersey

COLONNADE VIEWPOINTS

"I moved to Colonnade Park because I wanted to be nearer my work in N.Y.C. without living in the city. Newark is near my interests in South Jersey and Philadelphia. I wished to have a car, which is a burden in New York."

ELWOOD W. MOORE, *Wynicote, Pa.*

You are invited to submit written statements on why you moved to Colonnade Park. Residents whose statements are judged to be the best will win tickets to a performance at the Paper Mill Playhouse in Millburn. Write your "Colonnade Viewpoints" on the *information sheet* you have been asked to complete, or use a separate sheet of paper, giving your name and former address. Mr. Moore is our first player!

DID YOU KNOW?

Colonnade Park is less than an hour away from mountain-lake-and-shore resorts. Recreational facilities offered at N. J.'s 29 State Parks and 11 State Forests are outlined in free folders available from the N. J. Department of Conservation and Economic Development, Trenton 25, N. J. Also available at 50¢ each, from the same address, "I'm From New Jersey," a 45-page illustrated reprint in color from the *National Geographic Magazine*, full of ideas for N. J. vacations and day trips written by Morris County's renowned John T. Cunningham.

Mr. Stanley B. Winters
English Dept.